

DOT/EPA

It All Adds Up To Cleaner Air Initiative
Seasonal Theme Program Materials: Spring

LIVE READ RADIO PSA SCRIPTS

Three thirty-second live read radio spots for participating communities to use during the spring months to promote the *It All Adds Up To Cleaner Air* messages.

“Spring Vehicle Maintenance” (:25/:05)

:30 LIVE READ (:25 SCRIPT/:05 FOR LOCAL CUSTOMIZATION)

Spring has sprung. The weather is getting better and the whole world seems to be on the move. It’s the perfect time to think about taking care of your car. It’s a fact that regular car maintenance improves gas mileage and performance. Plus, regular maintenance can reduce traffic congestion caused by breakdowns and help reduce pollution. So keep it up, because it all *adds* up to cleaner air.

Sponsored by the (name of organization), [U.S. Department of Transportation and U.S. Environmental Protection Agency].

“Spring Exercise” (:25/:05)

:30 LIVE READ (:25 SCRIPT/:05 FOR LOCAL CUSTOMIZATION)

Your mom always told you to go outside and get some fresh air. She was right, as usual. It’s a fact that walking and bicycling are good exercise. Plus, by choosing alternate ways of getting around, you can save money and help reduce traffic congestion and pollution. So keep it up, because it all *adds* up to cleaner air.

Sponsored by the (name of organization), [U.S. Department of Transportation and U.S. Environmental Protection Agency].

“Car Maintenance II” (:25/:05)

:30 LIVE READ (:25 SCRIPT/:05 FOR LOCAL CUSTOMIZATION)

There’s more riding on your tires than you thought. It’s a fact that keeping tires properly inflated can increase gas mileage and help reduce traffic congestion due to flats caused by uneven tread wear. Plus, keeping tires inflated to the maximum recommended pressure can also reduce pollution. So keep it up, because it all *adds* up to cleaner air.

Sponsored by the (name of organization), [U.S. Department of Transportation and U.S. Environmental Protection Agency].